

Message Text

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P R 140616Z APR 78
FM AMCONSUL SYDNEY
TO SECSTATE WASHDC PRIORITY 8282
INFO AMEMBASSY CANBERRA
AMCONSUL MELBOURNE
AMCONSUL BRISBANE
AMCONSUL PERTH

UNCLAS SYDNEY 0849

FOR STATE CU/PC

E.O. 11652: N/A
TAGS: EINV, SGEN, SOPN, AS
SUBJ: CORPORATE GOOD CITIZENSHIP

REF: STATE 051579

THE FOLLOWING EXAMPLES HAVE BEEN COLLECTED. THE POST HAS
TRIED TO AVOID DUPLICATION OF EFFORTS BY THE AMERICAN
CHAMBER OF COMMERCE, WHICH IS REPORTING SEPARATELY, VIA
THE CHAMBER OF COMMERCE OF U.S.A.

1. UTAH DEVELOPMENT COMPANY (MINING). CREATED AND CONTRIBUTE
TO THE UTAH FOUNDATION "TO PROMOTE AND ADVANCE THE WELFARE
OF THE AUSTRALIAN COMMUNITY." THE FOUNDATION MADE GRANTS
IN 1977 TALLING OVER AUSTRALIAN DOLLARS 700,000 (AUST. DOLLAR1
EQUALS US DOL 1.15 APPROX). TO PERFORMING ARTS, SOCIAL WELFARE,
EDUCATION, MEDICAL RESEARCH, AND A NUMBER OF OTHER CATEGORIES.
UTAH'S MOST CONSPICUOUS BENEFICIARY IS PROBABLY THE AUSTRALIAN
OPERA.

2. ESSO SPONSOR THE AUSTRALIAN DAVIS CUP TEAM. ALSO
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DONATED SME AUSTRALIAN DOLLARS 300,000 IN 1977 TO A NUMBER OF
BENEFICIARIES IN ARTS, WELFARE, ETC. THE NUMBER OF BENE-
FICIARIES CAN BE GAUGED BY THE FACT THAT MOST GIFTS ARE IN THE
DOLLARS 1,000-2,000 RANGE.

3. AUSTRALIAN GENERAL ELECTRIC (AGE). GIVE TECHNOLOGY
FOR DIODE MANUFACTURE TO THE SPASTIC CENTRE OF N.S.W.

THE CENTRE'S SUBSIDIARY, CENTRE INDUSTRIES, MANUFACTURES THE DIODES, WHICH HAVE BEEN UNTIL NOW MARKETED BY AGE. THE CENTRE IS GRADUALLY TAKING OVER THE MARKETING FUNCTION.

4. TYREE INDUSTRIES (MAJORITY OWNED BY WESTINGHOUSE). DONATES TO AUSTRALIAN OPERA, ENDOWED A CHAIR OF ELECTRICAL ENGINEERING AT SYDNEY UNIVERSITY, AND CREATED A 5-YEAR SCHOLARSHIP FOR ONE STUDENT PER YEAR TO STUDY ELECTRICAL ENGINEERING.

5. MOBIL. SPONSORED THE CHINESE ART EXHIBITION IN AUSTRALIA. MOBIL HAS ALSO PROMISED A MORE EXTENSIVE LIST IN WRITING. THUS WILL BE FORWARDED WHEN RECEIVED, EVEN THOUGH IT IS EXPECTED THAT IT WILL NOT MEET THE APRIL 14 DEADLINE.

6. MCDONALD'S (HAMBURGERS) HAVE COOPERATED IN A NUMBER OF FUND-RAISING ACTIVITIES OF "TELETHON" NATURE, CUSTOMARILY UNDERWRITING ALL OF THE COSTS OF THE EVENTS AND PROVIDING ORGANIZATIONAL HELP, AS WELL AS ESTABLISHING COLLECTION CENTERS AT THEIR VARIOUS STORES. USUALLY THESE FUNDS ARE COLLECTED FOR ALLEVIATION OF CHILDREN'S DISEASES OR DISABILITIES, SUCH AS THE DEAF AND BLIND CHILDREN'S CENTER IN SYDNEY (AUSTRALIAN DOLLARS 480,000 COLLECTED) AND YOORALLA, AN ORGANIZATION BASED IN THE STATE OF VICTORIA THAT SPECIALIZES IN REHABILITATION OF CRIPPLED CHILDREN (OVER UNCLASSIFIED

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AUSTRALIAN DOLLARS 700,000 COLLECTED. IN ADDITION MCDONALD'S IS SPONSORING, IN COOPERATION WITH THE SERVICE CLUB APEX, THE TRIP OF THE AUSTRALIAN OLYMPIC TEAM TO THE COMMONWEALTH GAMES IN EDMONTON. MCDONALD'S ALSO COOPERATES CONTINUALLY IN SMALLER PROMOTIONS WITH HOSPITALS, SCHOOLS AND SIMILAR INSTITUTIONS. COMMENT: THE SPOKESMAN FOR MCDONALD'S SAID THAT HE TYPICALLY FINDS IT MORE DIFFICULT TO MOBILIZE COMMUNITY SPIRIT FOR SUCH PROMOTIONS IN AUSTRALIA THAN IN THE U.S. HE TAKES CREDIT FOR PLAYING A CATALYTIC ROLE IN INTRODUCING THE CONCEPT OF SUCH COMMUNITY ACTION INTO AUSTRALIA. DAVIS

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